Eligible FMPP Grant Fund Uses

Activities appropriate for FMPP Grants include, but are not limited to:

- Direct marketing of agricultural commodities
- Enhancing product value and sales
- Farmers market startups
- Assessment/evaluation of the impact(s) of the vendors and/or direct markets in providing access to fresh fruits and vegetables to lowincome communities
- Increasing farmer revenue and efficiency, or reducing expenses
- Infrastructure for electronic purchasing, value-added processing and packaging, and refrigerated storage
- Operational or market management issues.
- The use and effect of market promotion and the measurement of its impact
- Training, education, networking, and technical assistance
- Transportation and delivery systems
- Professional development, training, educational (including distance learning), business marketing, and recruitment and recruitment programs for new, existing and transitioning farmers
- Professional development, training, and educational programs (including distance learning) for farmers market managers, and boards/ organizations that manage and/or operate farmers markets or other direct marketing enterprises
- Business planning, market growth management, and recordkeeping

- Consumer trends and/or changing ethnic demographics, and their relationship to customer purchasing patterns
- Alternative purchasing methods, such as Women, Infants, and Children Farmers Market Nutrition Programs (WIC-FMNP); Senior Farmers Market Nutrition Program (SFMNP) coupons, and debit/ credit technologies
- Establishment of healthy, direct-market, food retail outlets in food deserts or a low-income area with at least a 20 percent poverty rate
- Development of a direct producer-toconsumer marketing association or other organization
- Strategies for addressing liability coverage and insurance
- Facility planning and/or design
- Food safety and handling
- Green/renewable technology
- Waste management/recycling

Contact us to discuss whether pecific budget items needed to accomplish your project goals and objectives are allowable under FMPP.

